

Message Text

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PAGE 01 CANBER 01402 240622Z
ACTION AGRE-00

INFO OCT-01 EA-10 ISO-00 AID-05 CIAE-00 COME-00 EB-08
FRB-03 INR-10 NSAE-00 USIA-06 TRSE-00 XMB-02
OPIC-03 SP-02 LAB-04 SIL-01 OMB-01 /056 W
-----011879 241255Z /53
R 240538Z FEB 78
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 2522

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STATE PASS AGRICULTURE FOR MEEKER AND RIESZ

E.O. 11652: N/A
TAGS: EAGR, ETRD, AS
SUBJ: PROMOTION OF AUSTRALIAN BEEF IN U.S.

1. DURING THE QUESTIONS WITHOUT NOTICE PERIOD IN THE HOUSE OF REPRESENTATIVES, THE DEPUTY PRIME MINISTER AND MINISTER FOR RESOURCES AND TRADE, MR. ANTHONY WAS ASKED TO COMMENT ON THE STATEMENT MADE BY MR. VANIK, CHAIRMAN OF U.S. CONGRESSIONAL SUB-COMMITTEE ON TRADE, THAT AUSTRALIA SHOULD EMBARK ON A PUBLIC RELATIONS CAMPAIGN IN THE U.S. TO SELL MORE AUSTRALIAN BEEF. THE MINISTER WAS ASKED IF SUCH A CAMPAIGN WOULD BE HELPFUL TO AUSTRALIAN BEEF PRODUCERS.

2. MR. ANTHONY SAID HE WAS AWARE OF THE REPORT, BUT DOUBTED IF PROMOTION WOULD DO ANY GOOD AS SHIPMENTS WERE RESTRICTED TO 301,000 MT UNDER THE V.R. AGREEMENT. HE SAID THERE WAS NO QUESTION THE QUOTA WOULD BE FILLED. HE DID ADD THAT THERE WERE SOME PROSPECTS OF RELAXATION OF THE QUOTA AS CATTLE HERDS IN THE U.S. WERE DECLINING AND PRICES OF MANUFACTURING QUALITY BEEF HAD BEEN INCREASINGLY SHARPLY IN RECENT WEEKS.

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3. COMMENT: THE AUSTRALIAN MEAT AND LIVESTOCK CORPORATION HAS HAD A LONG STANDING POLICY OF NOT UNDERTAKING ANY DIRECT PROMOTION ON THE U.S. MARKET FOR AUSTRALIAN BEEF. THE GENERAL FEELING HAS BEEN THAT SINCE THIS BEEF IS USED MOSTLY FOR MANUFACTURING PURPOSES, AND VERY LITTLE, IF ANY IS SOLD AT DIRECT RETAIL, ANY PROMOTION WOULD DO LITTLE GOOD. IN FACT, AMLC OFFICIALS HAVE FELT PROMOTION COULD BE

COUNTER-PRODUCTIVE AS IT WOULD TEND TO STIR-UP MORE PRODUCER
RESISTANCE IN THE U.S. IT'S NOT KNOWN IF AMLC WILL CHANGE
THEIR POLICY ON PROMOTION, BUT IT WOULD APPEAR THAT THE
CURRENT POLICY MAY BE THE BEST FOR ALL PARTIES.
ALSTON

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Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, MEATS
Control Number: n/a
Copy: SINGLE
Draft Date: 24 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
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ISecure: 1
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Litigation History:
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TAGS: EAGR, ETRD, EPAP, AS, US
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Review Markings:
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